File Formats

Many layout programs have collecting or packaging functions that will automatically collect your document, fonts, all links and a report. When possible, it is recommended to use these functions because without any or all of these elements we will be unable to print your project.

• Enclose all screen fonts and printer fonts or create outlines
• Include all placed images, 300 dpi recommended
• Make sure your files are set with proper bleed, trim and safety areas.

BLEED:
All art trimming off the edge MUST be pulled out 1/4" beyond the trim line

TRIM:
This is the guideline where the card will be cut

SAFETY:
All art and text within this safety area will assure that nothing will be trimmed off during the cutting process. A 1/4" in from the trim should work fine.

Images

Raster images are pixel based, (JPEG, TIFF and BMP files, also standard for the web) specifically digitized photographs, scanned artwork or detailed graphics. Non-line art images are best represented in raster form because these typically include subtle chromatic gradations, undefined lines and shapes, and complex composition.

Vector-based graphics, (AI and EPS files) specifically line art created in a drawing program. They are much more versatile, flexible and easy to use. The most obvious advantage of vector images over raster graphics is that vector images are quickly and perfectly scalable to any size without loss of detail.

Overall, vector graphics are more efficient and versatile.

We accept PDF, TIF, EPS & JPG formats.
We recommend creating a Press Quality PDF for printing.
For vinyl decals, signs, magnets, etc. vector art is required.